An invitation to Marlboro smokers:

TAKE THE SMOOTH CHALLENGE.

YOU SELECT

SELECT

The Smooth One From Winston

18 mg. "tar", 1.4 mg. nicotine av. per cigarette by FTC method

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SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/ftlj0004